

## **Digital Marketing Specialist | Job Description & Responsibilities**

Taste the Local Difference (TLD) builds consumer demand for local food and helps farm and food entrepreneurs build successful, well-connected and thoughtful businesses.

TLD's Digital Marketing Specialist reports directly to the CEO and is responsible for developing effective digital marketing strategy and translating both TLD and local food entrepreneur client's business goals into successfully executed digital marketing campaigns. Their role is integral to the mission and sustainability of TLD.



### **TLD Digital Marketing Specialist is expected to:**

- Support both in-house TLD marketing efforts and external client services
- Analyze digital data to draw key recommendations around website optimization
- Conduct social media audits to ensure best practices are being used
- Simultaneously maintain several different business accounts at once
- Coordinate with sales team and business clients to create marketing campaigns
- Monitor key online marketing metrics to track success
- Ensure that brand messaging is consistent across all channels
- Advise and support communications team on digital marketing strategies

### **Desired Qualifications:**

- 2+ years of experience in digital marketing
- Experience executing paid social media campaigns
- Knowledge of video and picture editing software such as Adobe
- Ability to juggle multiple projects at the same time
- Attention to detail
- Creative and flexible
- An interest in local food systems
- Problem solving skills
- Strong time management skills
- Self directed
- Comfortable working remotely

This full-time position is salaried and includes healthcare after 60 days of employment. This staff member is expected to be living in the State of Michigan and have reliable transportation. Applicants should apply online at [localdifference.org/DMSapp](http://localdifference.org/DMSapp) and include an updated resume and portfolio of your work, including data on the impact of any digital marketing campaigns you've worked on.